

gains chart approach allows a user to track performance of models used over several marketing campaigns and therefore allows a user to show where the model works best and where the performance of the model need to be addressed.

Scores for customer accounts are generated as a part of a campaign analysis. Models are used to assign a score to an account as a result of a completed campaign.

While the invention has been described in terms of various specific embodiments, those skilled in the art will recognize that the invention can be practiced with modification within the spirit and scope of the claims. For example, although the above embodiments have been described in terms of a mailing campaign, the methods and systems described above are applicable to internet E-mail based campaigns and telemarketing campaigns.

IN THE CLAIMS

1. (once amended) A method for increasing efficiency of a marketing system, the system comprising a database containing customer demographic data, said method including the steps of:

building models of predicted customer profiles;

embedding the models within an online analytical processing tool; and

generating scores for a prospective customer in the database based on the predicted customer profiles wherein the online analytical processing tool generates the scores by combining the models.

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2. (once amended) A method according to Claim 1 wherein said step of generating scores for a prospective customer in the database based on the predicted customer profiles further comprises the step of using the online analytical processing tool that combines models in the form of a multidimensional structure.

3. (once amended) A method according to Claim 1 wherein said step of generating scores for a prospective customer in the database based on the predicted customer profiles further comprises the step of using the online analytical processing tool with dimensions comprising risk, attrition, and profitability.

9. (once amended) A method according to Claim 1 wherein said step of generating scores for a prospective customer in the database based on the predicted customer profiles further comprises the step of guiding a user to optimize marketing campaign selections based on criteria from a customer database.

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10. (once amended) A system configured for targeting market segments comprising:
a customer database;
a graphical user interface for entering marketing campaign data; and
models of predicted customer profiles based upon historic data that are embedded on an online analytical processing tool, said online analytical processing tool configured to combine said models.

11. (once amended) A system according to Claim 10 wherein said models are embedded in said online analytical processing tool that takes the form of a multidimensional structure.
